

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 2.80.3939
M 34C

Consumer Purchases of Selected FRUITS AND JUICES

Library

LIBRARY
SPECIAL RECORD
JAN 11 1955
U. S. DEPARTMENT OF AGRICULTURE

in NOVEMBER

1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN NOVEMBER 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household consumers reported generally lower purchases of citrus and citrus products during November 1955 compared with a year earlier. Frozen concentrate for lemonade was the only citrus product for which the national sample of families reported larger purchases than a year ago. Purchases of this product were seasonally low during November 1955. Purchases of frozen concentrated orange juice held at about the same level as in the preceding month but were down slightly from last November. Householders reported about the same volume of purchases as a year earlier for fresh grapefruit and canned single-strength orangeade.

During November 1955 householders reported paying prices that ranged from slightly to moderately higher for most citrus items. Lower prices than a year earlier were reported only for frozen concentrate for lemonade, canned single-strength orangeade and fresh lemons.

Householders' purchases of noncitrus items, namely, canned single-strength pineapple, grape, prune, and tomato juices, and frozen concentrated grape juice, were larger during November 1955 than in the same month a year earlier. Householders also reported paying lower prices than a year earlier for all noncitrus items carried in this report except tomato juices for which slightly higher prices were paid.

Larger purchases of noncitrus items during November 1955, compared with a year earlier, in all instances resulted from both increases in proportion of families buying and in the average quantity purchased by those families. On the other hand, for the citrus products for which lower purchases were reported in November 1955 than a year earlier, a decrease in both the proportion of families buying and the average quantity purchased by those families was generally reported. The effect on total purchase volume of a slight increase in proportion of families buying frozen concentrated orange juice during November 1955, compared with the same month a year ago, was offset by a decrease in the average quantity purchased by those families.

FROZEN JUICES AND ADES

Household purchases of frozen concentrated orange juice during November 1955 were almost unchanged from the preceding month and only

slightly lower than a year earlier. Since March 1955 there has been little change in the volume of purchases reported by householders, with purchases ranging from about 5 to 5.2 million gallons monthly. Prices reported paid by householders for frozen concentrated orange juice during November 1955 were unchanged from the preceding month and about a cent per 6-ounce can higher than in November 1954 (fig. 4).

Slightly more than 30 percent of the Nation's families reported buying frozen concentrated orange juice in November 1955. This was about the same proportion that reported buying in the preceding month, but a slightly larger proportion than a year earlier.

Householders' purchases of frozen concentrated grape juice during November 1955 were up substantially from a year earlier. About 4 percent of the Nation's families reported buying this product during November compared with about 3.5 percent a year earlier. Families who bought frozen concentrated grape juice purchased an average of about 3.2 of the 6-ounce cans during November 1955 compared with about 2.9 cans a year earlier. Prices reported paid by householders averaged about 1.5 cents a 6-ounce can lower than in November 1954 (table 2).

Purchases of frozen concentrate for lemonade by householders during November 1955 continued to decline seasonally, but were slightly larger than a year earlier. Prices paid averaged almost 1.5 cents a 6-ounce can lower than a year ago (fig. 5).

The proportion of families that reported buying frozen concentrated lemonade during November was unchanged from the same month last year. Buying families, however, averaged slightly larger purchases than during November 1954 (table 2).

Purchases of shelf-pack concentrates for orangeade during November 1955 were down from the preceding month and were also lower than in November last year. Prices paid were almost unchanged from a year earlier (table 2).

Householders reported buying the same volume of canned single-strength orangeade during November 1955 as a year earlier. They reported paying slightly lower prices for canned orangeade in November 1955 than a year ago (fig. 5).

CANNED JUICES

Householders' purchases of canned single-strength orange juice in November 1955 were about 8 percent lower than a year earlier. Purchases were also lower than in the preceding month (fig. 6). Both the proportion of families buying orange juice and the average quantity bought by those families during November 1955 were down from a year earlier. Prices paid

averaged 33.0 cents a 46-ounce can, up slightly from November 1954 (table 1).

Householders bought about 12 percent less canned single-strength grapefruit juice in November 1955 than in the same month a year ago. Purchases were about a fifth smaller than in the preceding month, October 1955. Prices reported paid were about 1.5 cents a 46-ounce can higher than in November a year earlier (fig. 6). Fewer families bought grapefruit juice and the average quantity bought by those families was slightly lower than in November last year (table 1).

Consumer purchases of orange-grapefruit blended juice in November 1955 were moderately lower than in the same month last year. Prices paid were up one-half cent per 46-ounce can compared with November 1954. The decrease in purchases of orange-grapefruit blended juice, compared with a year earlier, was primarily the result of smaller purchases by families reporting that they bought this product.

Purchases of canned or bottled single-strength lemon juice, normally low during the fall and winter, were about a fourth smaller during November 1955 than a year earlier. Slightly less than 2 percent of the Nation's families reported buying this product during November 1955. Prices paid were almost unchanged from November a year ago.

A larger volume of tomato juice was purchased by householders in November 1955 compared with a year earlier. About 18 percent of the Nation's families reported buying tomato juice during November 1955, the highest proportion of families buying a canned single-strength juice. Prices paid were about the same as a year earlier.

Householders in November 1955 continued to report heavy buying of pineapple juice, purchasing about 15 percent larger volume than in November 1954. Compared with a year earlier, an increase in both the proportion of families buying and the average quantity purchased was reported. Prices reported paid were almost 3 cents lower per 46-ounce can than in November 1954.

Purchases of prune juice by household consumers during November 1955 were up almost 18 percent from November last year. Prices paid were down slightly from a year earlier.

Household consumers purchased about 23 percent more single-strength grape juice during November 1955 than in the same month a year earlier. Prices paid were more than a cent a 24-ounce bottle lower than in November 1954 (table 1).

FRESH CITRUS

Household consumer purchases of fresh oranges in November 1955 rose seasonally from the preceding month as Florida oranges entered the market in heavier supply. Total orange purchases reported by householders in November 1955, however, were moderately smaller than in November 1954. Purchases of California-Arizona oranges were slightly larger than a year earlier, but purchases of Florida oranges fell below the volume reported in November last year (table 3).

In November 1955 householders reported paying about 4 cents a dozen less for all oranges purchased than in the preceding month but about 3 cents a dozen more than a year earlier (fig. 7).

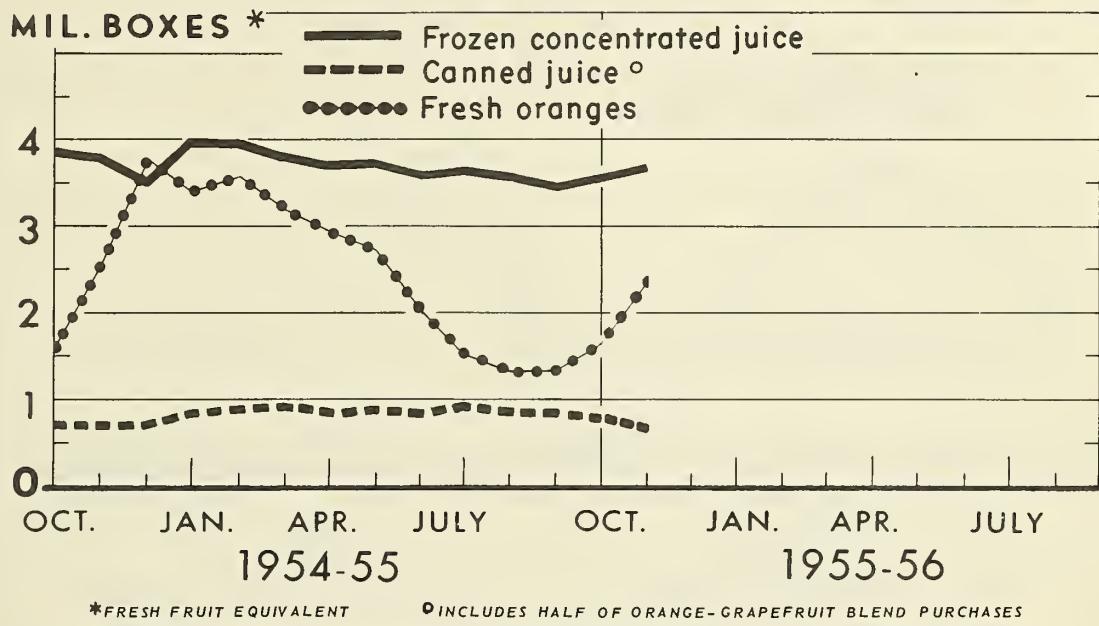
About the same proportion of families reported purchasing California-Arizona oranges during November as in the same month last year and the average quantity purchased by families buying was slightly larger than a year earlier. The proportion of families buying Florida oranges in November 1955 was lower than a year earlier and the average quantity purchased by these families was slightly smaller than in November 1954.

Purchases of fresh grapefruit by householders during November 1955 continued to rise seasonally. Total purchases reported by householders during November were unchanged from a year earlier. Purchases of Florida grapefruit during November were about 15 percent above November last year while purchases from other areas were substantially lower. The proportion of the Nation's families reporting the purchase of fresh grapefruit during November 1955 was almost unchanged from November 1954. Prices reported paid for all grapefruit during November averaged slightly higher than a year earlier, but were about 10 cents a dozen lower than in October 1955.

As tangerines became available on the market in November 1955, householders reported purchases about one-fourth smaller than in November 1954. The decrease in total purchases compared with a year earlier was primarily the result of a smaller proportion of the Nation's families buying tangerines. In addition, the average quantity purchased by buying families was slightly less than in November last year. Prices paid were almost unchanged from a year earlier.

Purchases of fresh lemons by householders during November 1955 were about 8 percent smaller than in November 1954. Both the proportion of families buying lemons and the average quantity bought by those families during November 1955 were lower than a year earlier. Prices reported paid by householders averaged slightly lower than in November last year (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

© INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

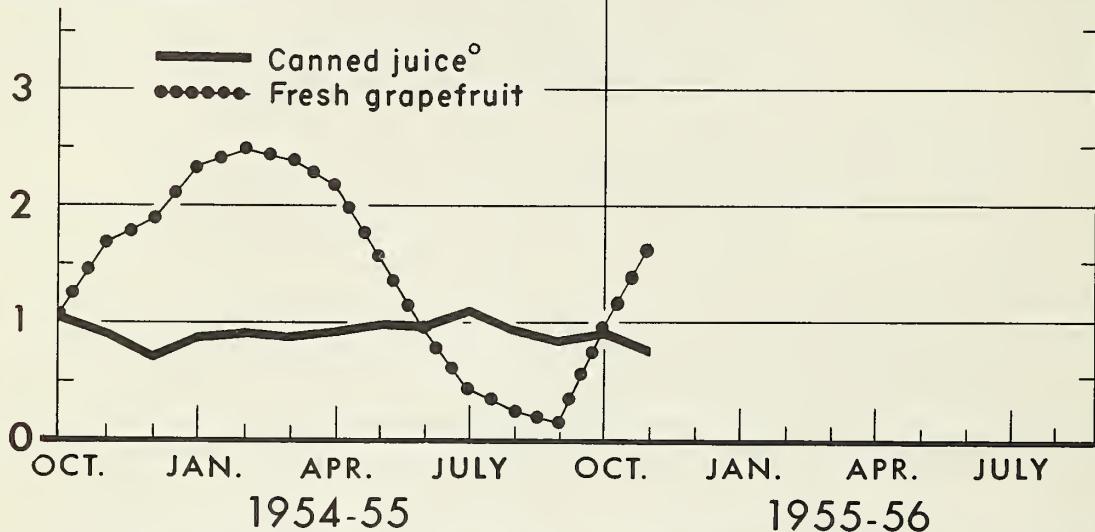
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,643	1,574	3,597	3,850	773	722	6,013	6,146
December	2,350	2,518	3,621	3,769	672	713	6,643	7,000
October-December 2/	3,761	8,612	11,917		711	2,299	7,961	22,828
January		3,400		3,984		830		8,214
February		3,555		3,972		897		8,424
March		3,181		3,775		912		7,868
October-March 2/		19,543		24,599		5,177		49,319
April		2,965		3,685		841		7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 2

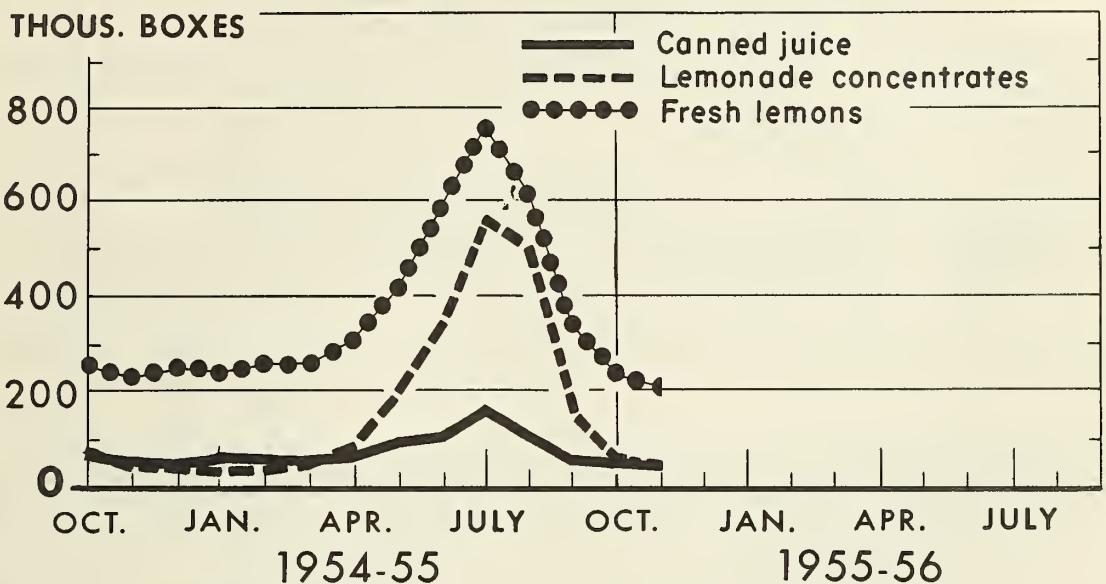
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December		1,895		725		2,620
October-December 2/		5,121		2,847		7,968
January		2,330		882		3,212
February		2,498		907		3,405
March		2,387		887		3,274
October-March 2/		12,995		5,734		18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June 2/		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season 2/		18,905		12,016		30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	243			44		27		29		316
October-December 3/	755		161		120		132		1,078	
January		234		51		26		27		312
February		251		48		29		31		330
March		252		46		41		43		341
October-March 3/		1,583		318		224		241		2,142
April		307		54		68		72		433
May		407		84		187		197		688
June		587		96		327		342		1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

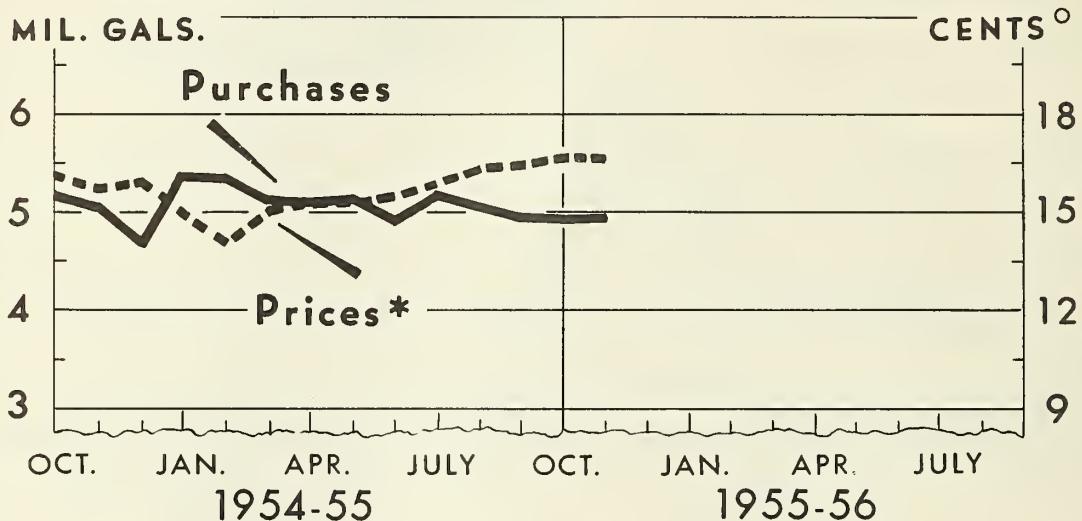
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 4

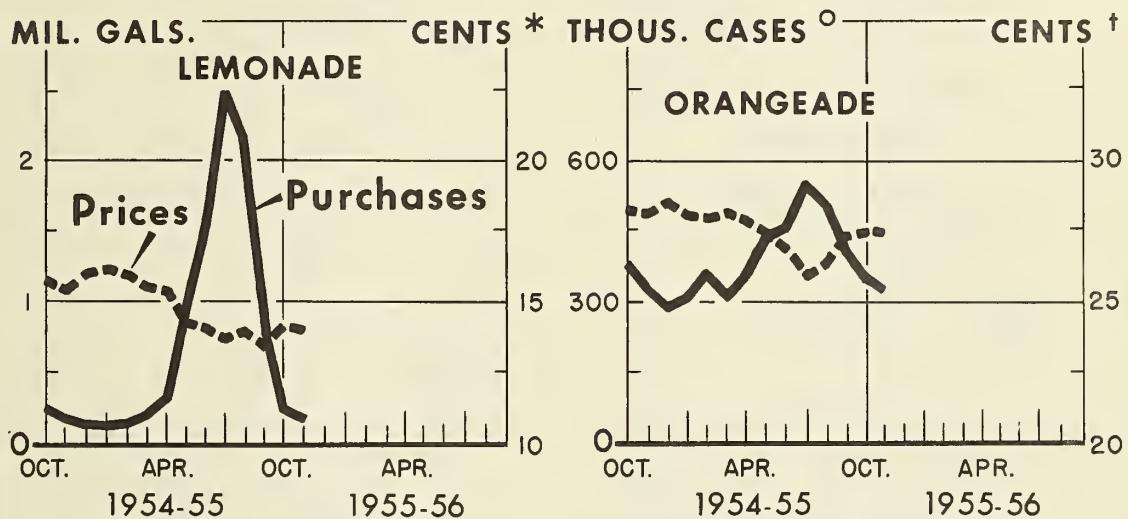
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December		4,673		15.9
October-December 1/		15,974		
January		5,377		14.9
February		5,360		14.0
March		5,094		14.8
October-March 1/		33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933-55(12) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

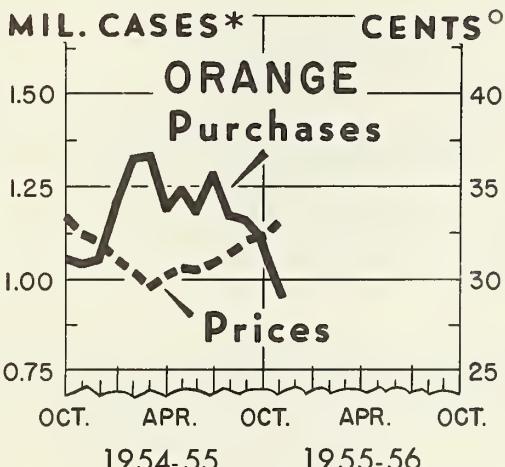
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	127			16.0	290			28.5
October-December 2/	568				1,070			
January		121		16.2		306		28.1
February		136		15.9		361		28.0
March		194		15.5		311		28.2
October-March 2/		1,061				2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

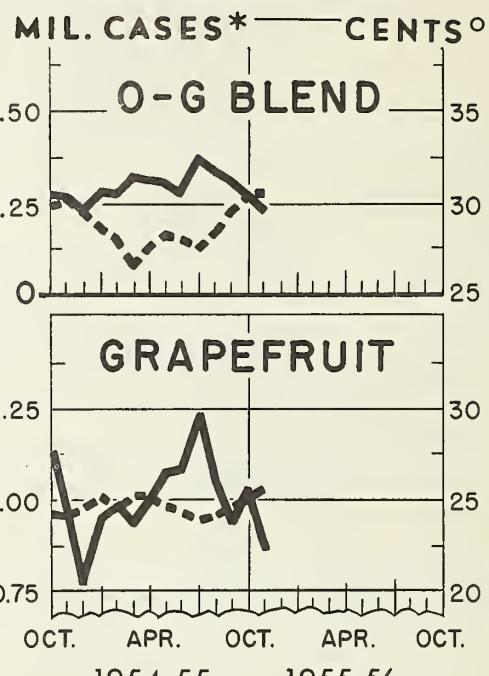
CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange			Grapefruit			Orange-grapefruit blend		
	Purchases		Average price	Purchases		Average price	Purchases		Average price
	cases 1/	cases 1/	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can
October	1,104	1,054	32.3	33.4	1,033	1,127	24.1	274	30.4
November	954	1,043	33.0	32.4	857	978	25.5	248	30.6
December	1,056	1,056	32.0	767	24.6	235	29.4		
October-December 2/	3,381			3,060			824		
January	1,212		31.0	952		25.1	285		28.6
February	1,321		30.4	984		24.6	283		28.1
March	1,326		29.5	939		25.2	322		26.5
October-March 2/	7,591			6,157			1,795		
April	1,190		30.2	1,006		25.2	312		27.7
May	1,241		30.6	1,077		24.6	307		28.3
June	1,176		30.5	1,080		24.4	280		28.1
October-June 2/	11,515			9,593			2,779		
July	1,287		30.8	1,235		23.9	377		27.6
August	1,170		31.4	1,049		24.1	334		28.5
September	1,161		32.1	942		24.7	314		29.6
Season 2/	15,425			13,088			3,878		

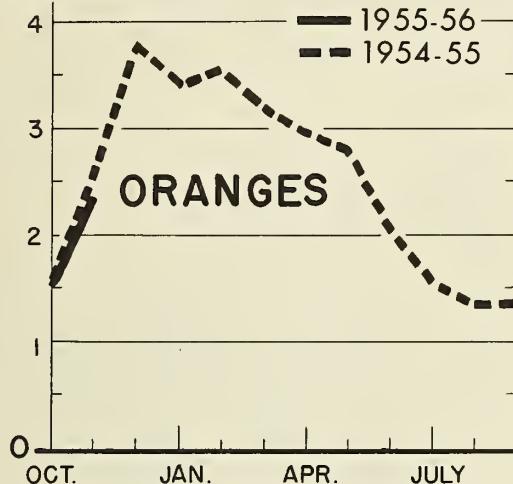
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

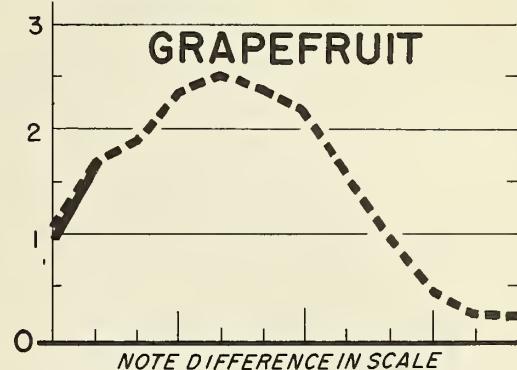
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES

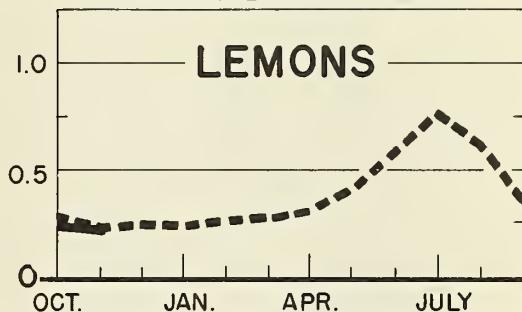


MIL. BOXES



NOTE DIFFERENCE IN SCALE

LEMONS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935-55 (12) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		: Average price per dozen		Purchases		: Average price per dozen		Purchases		: Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,764			35.1	1,895		74.9		243		45.0	
October-December 1/	6,612				5,121				785			
January	3,400		37.1		2,330		74.2		234		46.2	
February	3,555		37.3		2,498		73.4		251		44.0	
March	3,181		39.8		2,387		78.4		252		42.9	
October-March 1/	19,543				2,995				1,583			
April	2,965		42.2		2,162		82.9		307		41.3	
May	2,709		42.8		1,552		93.3		407		41.9	
June	2,001		43.5		948		101.5		587		40.4	
October-June 1/	27,758				17,950				2,997			
July	1,522		43.9		434		106.6		754		41.8	
August	1,331		44.9		244		108.8		610		41.6	
September	1,335		45.0		215		112.3		337		42.7	
Season 1/	32,270				18,905				4,814			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

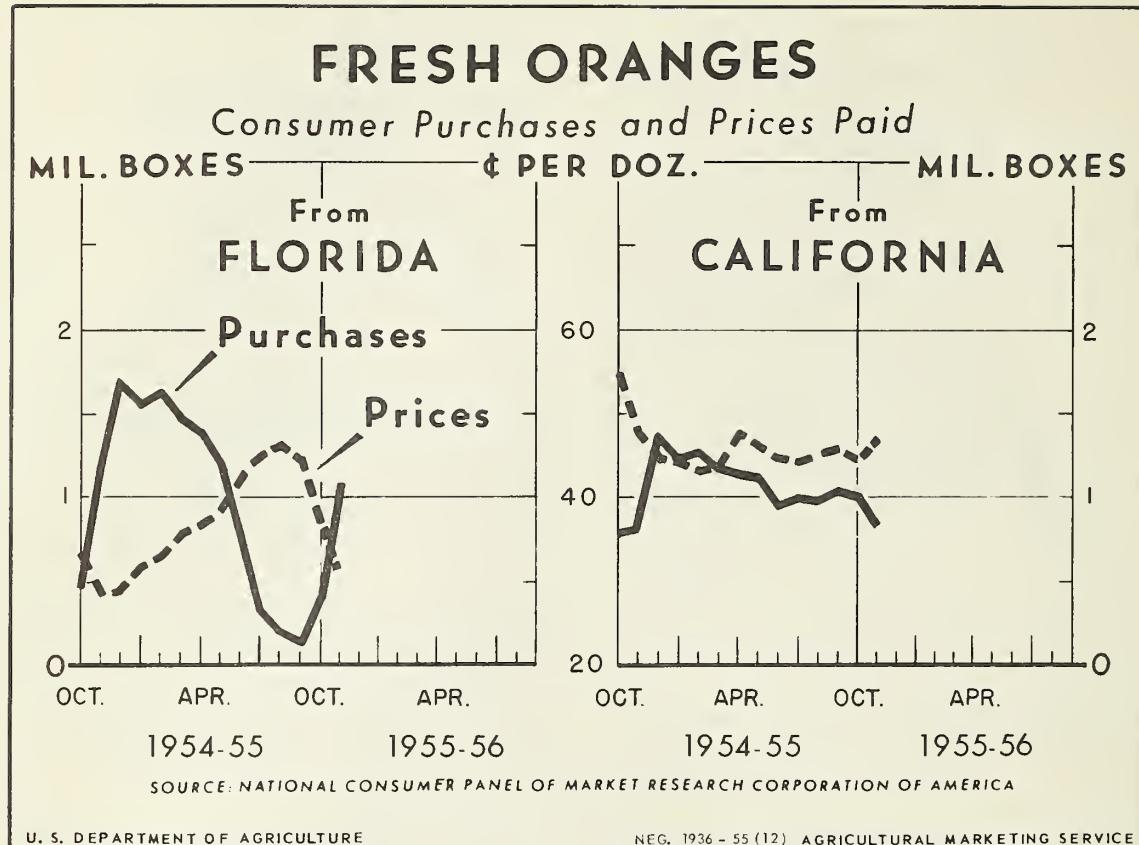


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,694		28.3		1,374			44.5
October-December 1/	3,660				3,271			
January	1,560		31.4		1,234		44.4	
February	1,632		32.7		1,261		43.0	
March	1,471		35.8		1,170		43.8	
October-March 1/	8,704				7,206			
April	1,380		36.7		1,125		47.8	
May	1,204		38.3		1,116		46.4	
June	746		42.6		963		44.7	
October-June 1/	12,265				10,636			
July	321		45.3		995		44.0	
August	182		46.1		986		44.8	
September	128		44.5		1,038		45.4	
Season 1/	12,919				13,918			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, November 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
Canned juices										
Orange	9.5	10.5	954	1,043	1.7	1.7	53.9	55.7	46	33.0
Grapefruit	8.0	9.1	857	978	1.6	1.6	61.2	62.4	46	25.5
Orange and grape. blend	3.2	3.3	248	267	1.3	1.4	51.7	51.1	46	30.6
Lemon	1.6	2.3	32	43	1.3	1.2	14.3	14.6	5½	12.9
Grape	4.2	3.7	186	151	1.4	1.4	28.5	27.9	24	34.3
Pineapple	13.5	12.9	1,296	1,129	1.5	1.6	57.0	51.3	46	27.5
Prune	7.4	6.8	553	470	1.8	1.7	37.6	36.3	32	32.6
Tomato	18.4	18.0	1,830	1,661	1.5	1.6	57.1	53.1	46	26.3
Total 2/	46.8	47.5	6,826	6,535	2.6	2.6	50.8	49.0		
Canned ades										
Orangeade	2.8	2.8	326	326	1.7	1.7	63.8	62.5	46	27.3

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, November 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents
Frozen concentrated juices										
Orange	30.2	29.1	4,995	5,052	2.3	2.4	19.2	19.2	6	16.6
Grape	4.0	3.4	293	226	1.5	1.6	12.9	10.8	6	19.8
Other concentrates	1/	1/	234	233	1/	1/	14.9	14.2	6	15.5
Total	31.9	30.9	5,522	5,511	2.5	2.6	18.5	18.3		15.8
Concentrated ades										
Frozen										
Lemonade	2.0	2.0	174	167	1.5	1.5	14.7	14.6	6	14.0
Shelf pack										
Orangeade	1.1	1.3	97	114	1.6	1.5	15.0	15.4	6	17.1

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.-Fresh citrus fruit: U. S. total consumer purchases and average price,
November 1955 and 1954 (4-week period)

Commodity	Per buying family										Average price per dozen	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase					
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents		
Oranges												
California-Arizona	18.5	18.8	842	809	1.8	1.8	12.0	10.9	47.0	47.8		
Florida	19.8	20.7	1,081	1,194	1.7	1.8	14.8	15.6	32.0	28.1		
Unidentified	9.2	10.3	345	390	1.4	1.5	12.1	12.8	36.0	33.3		
Total 1/	41.7	44.1	2,350	2,518	1.9	2.0	13.2	13.4	37.9	35.0		
Grapefruit												
California-Arizona	2.0	3.3	70	159	1.5	1.3	4.4	5.4	99.1	75.0		
Florida	18.4	15.7	1,032	890	1.8	1.7	5.1	5.1	78.5	80.1		
Unidentified	10.9	11.5	461	459	1.4	1.4	4.7	4.5	81.0	82.7		
Total 1/	29.1	28.9	1,695	1,694	1.9	1.8	5.0	5.1	80.1	78.4		
Tangerines	5.4	7.3	175	228	1.1	1.2	9.7	9.5	46.9	44.6		
Lemons	17.3	18.3	207	225	1.4	1.6	6.0	5.8	45.5	46.8		
Total 2/	57.6	59.8	4,427	4,665	2.8	2.9	9.5	9.7	45.6	42.8		

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

National Consumer Panel of Market Research Corporation of America.

J. R. MATCHETT
AGRICULTURAL RESEARCH SERVICE, USDA
UTILIZATION RESEARCH BR.

7-8-54
CPFJ